



**Governor's STEM Advisory Council  
Executive Committee  
Nov. 25, 2013  
10:00 a.m. to 12:00 p.m.**

**COMMITTEE MEMBERS PRESENT:**

Lt. Governor Kim Reynolds, co-chair  
Mary Vermeer Andringa, co-chair  
Brad Buck  
Barry Butler (proxy for Sally Mason, via phone)  
Kacia Cain  
John Carver (via video)  
Rob Denson  
Gail Kotval (proxy for Debi Durham)  
Michelle Gowdy (proxy for Paul Schickler III)  
Kelly Ortberg  
Mark Putnam  
Bill Ruud  
Gary Scholten  
Teresa Wahlert (via phone)  
Jonathan Wickert (proxy for Steven Leath)  
Brad Woody  
Gail Wortmann, (via video)  
Jeff Weld, Executive Director

**REGIONAL MANAGERS:**

Lynne Campbell  
Sarah Derry  
James Hoelscher  
Beth Kulow/Deb Frazee  
Kari Webb

**GUESTS:**

Governor's Office staff, Council administration staff, Hub institution staff and administrators, Committee members' staff, guest presenters, STEM stakeholders

**AGENDA**

**Welcome:**

Co-chair Mary Andringa opened the meeting with an observation of the cascading impact of the work of the executive committee and Council as a whole, invoking recent advice of two high profile leaders – Bill Gates and Warren Buffet to “focus” so that we improve our staying power and impact. STEM has both at this stage, now we must work to position this initiative for long-term effect. Mary recently encountered an educator at the receiving and delivery end of the Council's Scale-Up initiative whose enthusiasm and appreciation spoke volumes as to the need being met by STEM. Now, she advised, we must look to establish strong ties at the local community level where school and business connections get cemented.

A personnel transition was highlighted during Welcome. Kari Webb spoke on behalf of the regional network managers in thanking Beth Kulow for her outstanding service to Iowa's Southwest regional STEM as well as her many contributions to statewide network functions. Beth expressed her appreciation to the co-chairs and Council for the opportunity to have served in the manager capacity, and informed us that she will continue a support role for STEM as the Hub PI for Southwest along with her new role as Dean of Student Services at SWICC. She introduced to the executive committee her successor Deb Frazee of Red Oak who brings to the role of SW STEM manager extensive workforce, economic development, and education background in both the public and private sector.

Exec. Dir. Weld seized the contextual moment to acknowledge the outstanding service of each Hub institution across the southern sector of Iowa's STEM network – all three of whom has replaced an original regional manager at this point: UI/KCC has maintained a high standard of continuance for STEM throughout the region over the last twelve weeks on the shoulders of Dave Jacoby with assistance from Jordan Cohen, anticipating the start date of December 2 for an outstanding new regional manager. Drake never skipped a beat of the STEM drums of the South central thanks to tactical planning for Sarah's on-boarding weeks ahead of her predecessor's redux to Central College. And Beth Kulow held down two appointments – regional STEM manager as well as Dean of Students – for about 10 weeks awaiting Deb's arrival. The service to Iowa STEM on the part of these Hub institutions and the professionals within is noteworthy and humbling.

**1. Item Pre-1 (did not appear on agenda) – Bi-monthly Financial Report**

- As a matter of standard practice moving forward, the executive committee was presented with a real-time budget spreadsheet on all FY2014 income and expenditures of the STEM Advisory Council, by Kari Jastorff. Weld invited a motion to approve the report as presented. Bill Ruud motioned to approve. The motion was seconded by Brad Woody. There was no further discussion. The motion passed unanimously.

**2. ITEM 1: Scale-Up Round III**

- Thanks to a second *Kaizen*-style day long strategic planning session at Vermeer Corporation on November 6, the regional network managers, their institutional supporters, and the Council administration team developed recommendations approved by the Co-chairs as presented to the executive committee for continuing to strengthen the Council's signature impact program, Scale-Up:
  - Maintain an approximate 2:1 ratio of renewals of current Scale-Ups to new proposals;
  - Continue to offer to Iowa educators approximately the same number and variety of programs (12 in year 1, 9 in year 2) spanning S.T.E.M. and preK-12.
  - Allow proposals of third year Scale-Up programs;
  - Continue to charge regional advisory boards with favoring new LEA applications while not binding them to solely new applications.
  - Maintain standardization across regions requiring application-based Scale-Up while continuing current policy of regional discretion in terms of which Scale-Up programs to grow regionally and to what degree.
- Executive committee members discussed a number of aspects of the Scale-Up initiative:
  - A valuable service of regional managers is to help LEAs identify funding to maintain STEM programming after Council-supported funding ceases.

- Now that the Council has a megaphone in Strategic America that should be leveraged to help educators connect to business partners for sustainability. Chambers of Commerce at the community level ought to be engaged for their capacity to bring businesses to the table.
  - Any time a business contributes – whether it be personnel, materials, or funds, STEM managers and leaders must recognize such contributions in all ways possible.
- Two documents were distributed as background: (1) A survey result detailing the sustainment rate for LEAs of past Scale-Ups; and (2) A “heatmap” of 2012-14 Scale-Up. Both are archived with this meeting summary.

### **3. ITEM 2: Two and Five Year Outlook**

- Building on the strategic fore-thinking captured from the Advisory Council in August, executive committee members were canvassed for refined and specific advice in navigating the advancement of Iowa STEM. Every member (or her/his proxy) offered valuable input to strengthen the initiative, ranging from enhanced business engagement to elevated national exposure to local community involvement to broadening the target beneficiaries as well as stakeholders.
- Next step: Admin. team to condense and distill all input into a whitepaper on Iowa STEM Horizon for Co-chairs to factor into strategic planning.

### **4. ITEM 3: STEM Professional Development Guidelines and Rubric**

- Lynne Campbell, chair of the STEM Professional Development Committee on behalf of the Council provided an update on the committee’s work since the Sept. presentation of a draft rubric for shaping quality STEM P.D. in Iowa. A number of edits and adjustments improved the product, addressing each concern voiced by executive committee members in September. Lynne apprised the executive committee of the many talented professionals who devoted collectively hundreds of hours of work to bring the document to this point.
- Lt. Governor Reynolds spoke for the entire Council in thanking Lynne for leading this challenging task and conveying through Lynne our deep appreciation to the entire STEM PD development team for working so hard on behalf of STEM learners across Iowa. The document was accepted by the executive committee and is archived with this summary.

### **5. ITEM 4: Broadband for All Iowans**

- Executive Committee member John Carver co-chairs the Broadband committee alongside Governor’s CIO Robert von Wolfradt with key administrative support of Amy Kuhlers of Connect Iowa. According to John, a two-tiered responsibility was assigned to the STEM Council committee: (1) Deliver by December 1 draft legislative recommendations to encourage broadband build-out throughout Iowa, particularly in unserved or underserved areas. And (2) Develop a long-term strategic plan for broadband by January 1, 2015, and identify and pursue any possible federal funding opportunities or public private partnerships. The goal, as laid out by Governor Branstad, is to make Iowa the most connected state in the Midwest. John identified six recommendations coming forth on Dec. 1 that involve:
  - Create a broadband index for evaluating services and progress;
  - Focus responsibility in order to better align efforts of many broadband stakeholders;
  - Leverage all existing broadband assets;
  - Seek financial incentives for build-out;
  - Capitalize upon the various public and private initiatives underway;

- Help schools to tap available resources.

#### **6. ITEM 5: Hoover High School STEM-focused Classroom**

- Hoover HS administrator Maureen Griffin, science teacher Eric Hall, and two Hoover students portrayed for the executive committee the ambitious STEM programming through Hoover's STEM Academy that sets the stage for STEM-focused classrooms supported by the STEM Council.
- STEM Family nights, STEM professional development in concert with companies such as Pioneer, launch of research courses, and more characterize the STEM Academy program (support materials are archived with this summary).
- Re-design of the two STEM classrooms will enable learners to explore STEM disciplines and careers in collaborative, community-relevant, interdisciplinary, active and investigative ways using the latest learning technologies.

#### **7. ITEM 6: Greatness STEMs from Iowa – Brand Roll-Out**

- Termed a "soft roll-out" executive committee members were provided a pre-debut glimpse of the toolkit in development by messaging partner Strategic America. Assets include:
  - New logo, letterhead, business cards;
  - Imagery featuring Iowans;
  - Council and regional hub websites re-design;
  - Billboards and banners;
  - Public service announcement featuring an Iowan deep into STEM.
- Official debut will be December 9, 8:45 am at Greenwood Elementary in Des Moines where the Governor and Lt. Governor will hold their regularly scheduled press conference. All are welcome.
- The S.A. team expects billboards to be running yet this year. All materials are to be made available to STEM Council members and regional board members in December. The PSA is targeted for early 2014.
- Executive committee members recommended key tactics including the identification of Iowa youth's schools in the imagery, and the use of QR codes to direct lookers to Council assets, and the development of an 'app' for youth to explore STEM. S.A. will act on these recommendations.
- Executive Committee members are asked to refrain from new logo/brand use until Dec. 9.

#### **CLOSING**

Lt. Governor Reynolds spoke for both co-chairs in capturing key points and action steps on the day. Two hours previously her co-chair Mary mentioned the importance of focus at this stage and the cascading impact of the Council's work, which she reiterated. She thanked the key players whose contributions figured significantly in today's progress including Beth and incoming manager Deb, John with Broadband, Lynne with STEM P.D., Strategic America, Scale-Up contributors, the Hoover team, and everyone's tactical input on long range planning, featuring the importance of metrics, of reaching the under-served, of community buy-in, of seeing this as an economic development effort, of connecting dots, and more. She noted the momentum and excitement that permeates Iowa STEM and thanked everyone.

ADJOURNED: 12:10PM

NEXT MEETING: Thursday, January 30, 2014, 2:00pm to 4:00pm, ICN Room, Grimes State Office Building.

Compiled by Jeff Weld